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Message Text

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PAGE 01 VIENNA 05063 121410Z

43
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
---------- 015984
R 121318Z JUN 75
FM AMEMBASSY VIENNA
TO SECSTATE WASHDC 5912
USDOC WASHDC
INFO AMEMBASSY MOSCOW
AMEMBASSY BERLIN
AMEMBASSY BUCHAREST
AMEMBASSY BUDAPEST
AMEMBASSY PRAGUE
AMEMBASSY SOFIA
AMEMBASSY WARSAW

UNCLAS VIENNA 5063

E.O. 11652: N/A
TAGS: BEXP, UR, XH
SUBJECT: MARKET RESEARCH PROGRAM FOR USSR AND EASTERN EUROPE

BEWT FOR DOWNEY

REF: A) MOSCOW 7946 B) STATE 132655 C) STATE 286446
D) BUCHAREST 2512 (NOTAL)

1. WE CONCUR IN EMBASSY MOSCOW ASSESSMENT (REF A) THAT MRO WHELAN'S COMPREHENSIVE MARKETING SURVEY OF USSR PROVIDES VALUABLE BASES FOR PLANNING MARKET DEVELOPMENT ACTIVITIES IN USSR. WE ALSO CONCUR IN EMBASSY MOSCOW'S OTHER COMMENTS.

2. AT SAME TIME IN VIEW OF TIGHT BUDGETARY SITUATION FACING BEWT (REF B) WE WOUNDER IF 10 TRADE PROMOTION THEMES DEVELOPED EARLIER THIS YEAR FOR USSR AND EE COUNTRIES BY MRO WHELAN AT BEWT DIRECTION (REF C) CANNOT SERVE AS SUITABLE SUBSTITUTE FOR SEPARATE COMPREHENSIVE MARKETING SURVEYS OF REMAINING EE COUNTRIES. REF D SUGGESTS TO US THAT THEMES DEVELOPED FOR ROMANIA
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BY MRO WHELAN MAY HAVE BEEN AS USEFUL TO EMBASSY

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BUCHAREST IN FORMULATING ITS THEME RECOMMENDATIONS
AS COMPREHENSIVE SURVEY OF USSR WILL BE TO EMBASSY
MOSCOW AND BEWT. BUCHANAN

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NNN

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Message Attributes

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Draft Date: 12 JUN 1975
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Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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